Valley Forge NHP
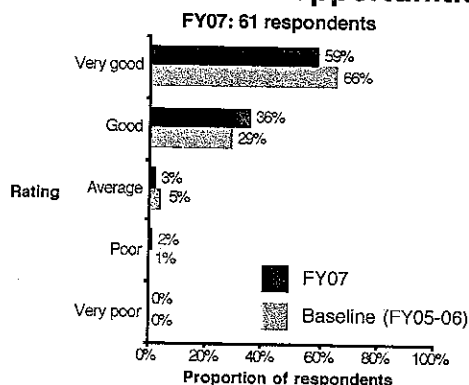## 2007 Visitor Survey Card Data Report

Introduction

To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY07 The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) and IIb1 (visitor understanding and appreciation)

The results of the Visitor Survey Card (VSC) survey conducted at this park are summarized in this data report. A description of the research methods and limitations is on the back page.

Below (left) is a graph summarizing visitor opinions of the "overall quality of facilities, services, and recreational opportunities." This graph compares FY07 data (shown in black) with baseline data (shown in gray) The satisfaction measure below this graph is a combined percentage of "good" and "very good" responses This is the primary performance measure for Goal IIa1. (The satisfaction measure may not equal the sum of "very good" and "good" percentages due to rounding.)

Below (right) is the FY07 GRPA reporting measure for Goal IIa1. The percentage included in the box should be used for reporting GPRA Goal IIa1 performance The response rate for this park survey was 16%.

Understanding the Results

Inside this report are graphs that illustrate the survey results. The report contains three categories of data—park facilities, visitor services, and recreational opportunities. Within these categories are graphs for each indicator evaluated by park visitors. For example, the park facilities category includes indicators such as visitor center, exhibits, restrooms, and so forth. In addition, responses for indicators within each category are averaged into a combined graph for the category (e.g., combined park facilities). The combined graphs compare FY07 data with baseline data

Each graph includes the following information:

* the number of visitor responses for the indicator;
* the percentage of responses which were "very good," "good," "average," "poor," and "very poor;"
* a satisfaction measure that combines the percentage of total responses which were "very good" or "good;" and
* an average evaluation score (mean score) based on the following values: very poor = 1, poor = 2, average = 3, good = 4, very good = 5.

Very Poor 1 2 3 4 5 Very Good

The higher the average evaluation score, the more positive the visitor response.

* graph percentages may not equal 100% due to rounding

Overall quality of facilities, services & recreational opportunities

FY07: 61 respondents

Rating	FY07	Baseline (FY05-06)
Very good	59%	66%
Good	36%	29%
Average	3%	5%
Poor	2%	1%
Very poor	0%	0%

Proportion of respondents

FY07:   Satisfaction measure: 95%
Average evaluation score: 4.5

FY07 GPRA Reporting Measure for Goal IIa1

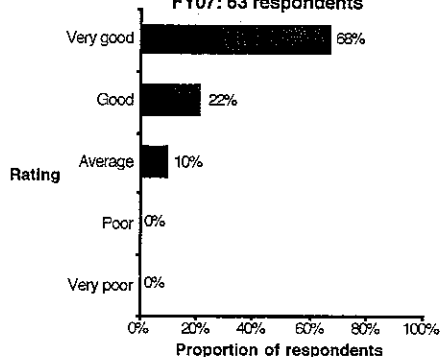Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:
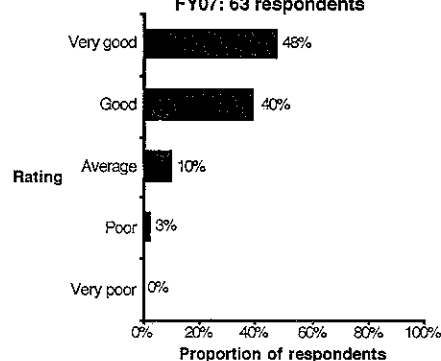
95%

Valley Forge NHP
Park Facilities

Visitor Center
FY07: 63 respondents

Rating	Proportion
Very good	68%
Good	22%
Average	10%
Poor	0%
Very poor	0%

Proportion of respondents

FY07: Satisfaction measure: 90%
Average evaluation score: 4.6

Exhibits
FY07: 63 respondents

Rating	Proportion
Very good	48%
Good	40%
Average	10%
Poor	3%
Very poor	0%

Proportion of respondents

FY07: Satisfaction measure: 87%
Average evaluation score: 4.3

Restrooms
FY07: 58 respondents

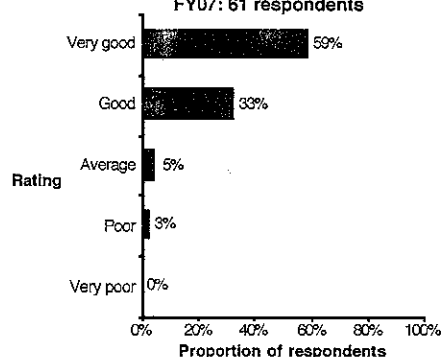| Rating	Proportion
Very good	47%
Good	34%
Average	17%
Poor	2%
Very poor	0%

Proportion of respondents
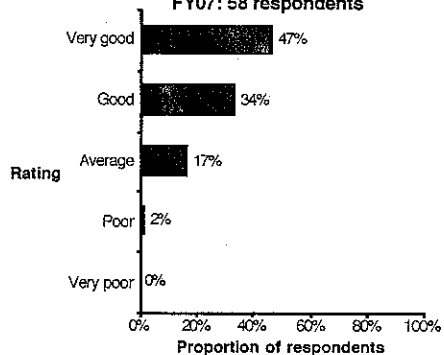
FY07: Satisfaction measure: 81%
Average evaluation score: 4.3

Walkways, trails, and roads
FY07: 61 respondents

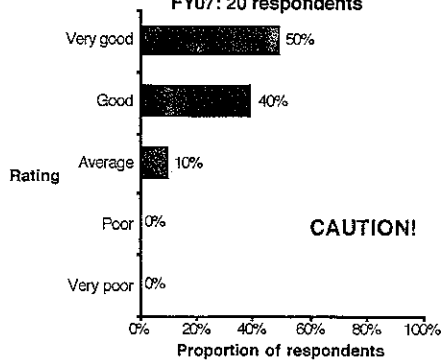| Rating	Proportion
Very good	59%
Good	33%
Average	5%
Poor	3%
Very poor	0%

Proportion of respondents

FY07: Satisfaction measure: 92%
Average evaluation score: 4.5

Campgrounds and/or picnic areas
FY07: 20 respondents

Rating	Proportion
Very good	50%
Good	40%
Average	10%
Poor	0%
Very poor	0%

CAUTION!

Proportion of respondents
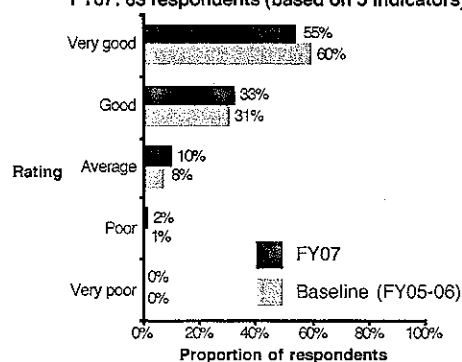
FY07: Satisfaction measure: 90%
Average evaluation score: 4.4

Combined park facilities
FY07: 63 respondents (based on 5 indicators)

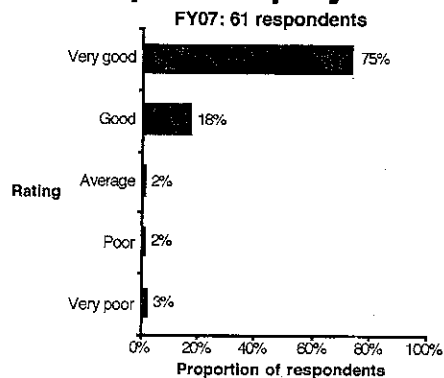| Rating	FY07	Baseline (FY05-06)
Very good	55%	60%
Good	33%	31%
Average	10%	8%
Poor	2%	1%
Very poor	0%	0%

Proportion of respondents

FY07: Satisfaction measure: 88%
Average evaluation score: 4.4

Valley Forge NHP
Visitor Services

Assistance from park employees
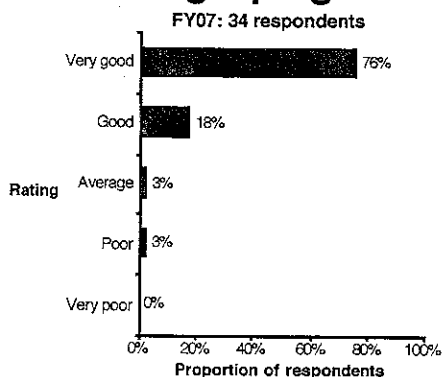### FY07: 61 respondents

Rating	
Very good	75%
Good	18%
Average	2%
Poor	2%
Very poor	3%

Proportion of respondents

FY07:   Satisfaction measure: 93%
Average evaluation score: 4.6

Park map or brochure
FY07: 61 respondents

Rating	
Very good	70%
Good	23%
Average	3%
Poor	2%
Very poor	2%

Proportion of respondents
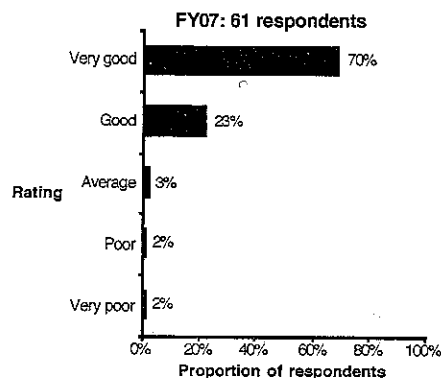
FY07:   Satisfaction measure: 93%
Average evaluation score: 4.6

Ranger programs
FY07: 34 respondents

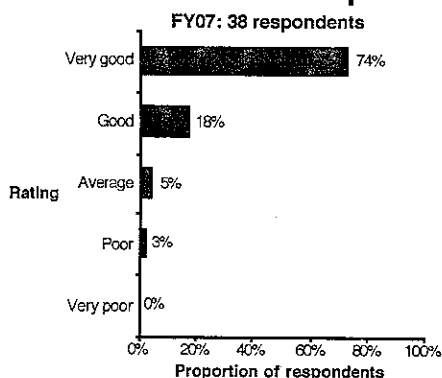| Rating	
Very good	76%
Good	18%
Average	3%
Poor	3%
Very poor	0%

Proportion of respondents

FY07:   Satisfaction measure: 94%
Average evaluation score: 4.7

Commercial services in the park

(This park does not offer commercial services at this time)

Value for entrance fee paid
FY07: 38 respondents

Rating	
Very good	74%
Good	18%
Average	5%
Poor	3%
Very poor	0%

Proportion of respondents

FY07:   Satisfaction measure: 92%
Average evaluation score: 4.6

Combined visitor services
FY07: 61 respondents (based on 4 indicators)

Rating	FY07	Baseline (FY05-06)
Very good	74%	68%
Good	20%	26%
Average	3%	6%
Poor	2%	1%
Very poor	2%	0%

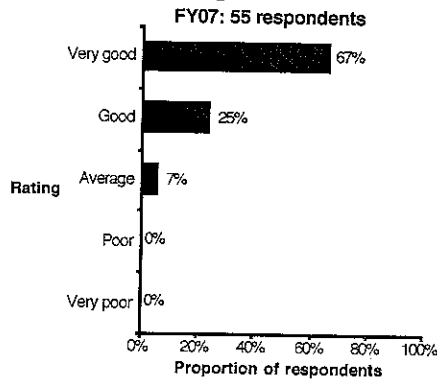Proportion of respondents

- FY07
- Baseline (FY05-06)
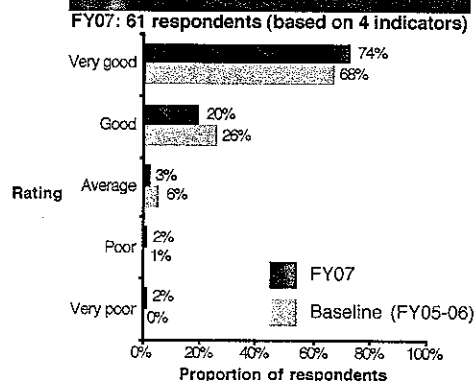
FY07:   Satisfaction measure: 93%
Average evaluation score: 4.6

Valley Forge NHP
Recreational Opportunities

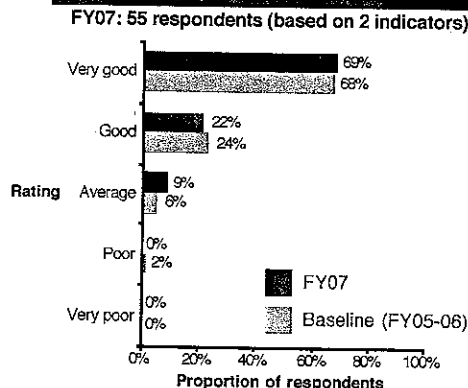### Learning about nature, history, or culture
FY07: 55 respondents

Rating:
- Very good — 67%
- Good — 25%
- Average — 7%
- Poor — 0%
- Very poor — 0%

Proportion of respondents

FY07: Satisfaction measure: 93%
Average evaluation score: 4.6

Outdoor recreation
FY07: 44 respondents

Rating:
- Very good — 70%
- Good — 18%
- Average — 11%
- Poor — 0%
- Very poor — 0%

Proportion of respondents
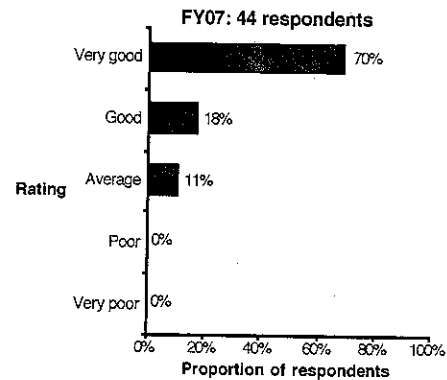
FY07: Satisfaction measure: 89%
Average evaluation score: 4.6

Combined recreational opportunities
FY07: 55 respondents (based on 2 indicators)

Rating:
- Very good — 69% / 68%
- Good — 22% / 24%
- Average — 9% / 8%
- Poor — 0% / 2%
- Very poor — 0% / 0%

■ FY07
▨ Baseline (FY05-06)

Proportion of respondents

FY07: Satisfaction measure: 91%
Average evaluation score: 4.6

Please note: Baseline data for this report has been normalized to begin in FY05 due to the addition of the "Value for entrance fee paid" question and the inclusion of "Sightseeing" in the Outdoor Recreation survey question in 2005.

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period July 1-31, 2007. The data reflect visitor opinions about this NPS unit's facilities, services, and recreational opportunities during the survey period. Visitors at selected locations representative of the general visitor population were sampled. The results do not necessarily apply to visitors during other times of the year, or park visitors who did not visit the survey locations

Returned cards were electronically scanned and the data analyzed. Frequency distributions were calculated for each indicator and category. All percentage calculations were rounded to the nearest percent. The survey response rate is

described on the first page of this report. The sample size ("N") varies from figure to figure, depending on the number of responses.

Caution is advised when interpreting any data with a sample size of less than 30. In such cases, the word "CAUTION!" is included in the graph. This report excludes any indicator with less than 10 responses

For most indicators, the survey data are expected to be accurate within ±6% with 95% confidence. This means that if different samples had been drawn, the results would have been similar (±6%) 95 out of 100 times.